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## BEST PRACTICES IN LOCAL BUSINESS LISTING

Every time you create a business listing on Google, Bing, Yelp or elsewhere, you'll be required to fill out a form with a specific set of fields such as business name, address, number, etc. Search engines have set some best practices when it comes to formatting this information.

It is critical that you follow the best practices defined by search engines and keep your business information accurate to ensure that your business ranks well in local search engine results. Listed here are the 5 best practices to follow in local business listing. Add a little bit of body text



### **BUSINESS NAME**

Keep your business name same on all data sources on the web. This will establish trust in your location. Ensure that the title you use for business listing reflects the real world title of your business.



### **PHYSICAL ADDRESS**

Name, address and phone number (NAP) of your business should always be consistent. Keep your NAP on different business listing sites exactly the same, otherwise, it will lower the confidence, create ambiguity and impact the ranking of your business.



### **WEBSITE URL**

Google requires that the website you enter goes directly to a page owned by the business rather than referring it somewhere else like a third party site. Point all your listings to your business website to ensure consistency.



### **CATEGORIES**

When you create a listing of your business on any listing site, you are required to pick 2-7 categories that best describe your business. Search engines use these categories to show the results to the users. Ensure that the category you list matches with your business.



### **IMAGES**

Images have a major impact on local business listings and it is a good idea to upload quality images on listing platforms. You should also provide additional information with each image as it can improve the ranking of your business.